CLAIMS

1. A performance management platform for an organization.

2. The platform of claim 1 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

3. The platform of claim 1 that supports activities from the group consisting of automated equity trading, element ranking, impact analysis, management reporting, merger analysis, multi-criteria optimization, network optimization, option discount rate calculation, pricing optimization, process optimization, project optimization, purchasing optimization, simulation, valuation and combinations thereof.

4. The platform of claim 3 where the multi criteria optimizations identify changes in operation that will optimize two or more aspects of financial performance where the aspects of financial performance are selected from the group consisting of organization market value, organization current operation value, organization investment value, organization derivative value, organization real option value, organization market sentiment value, organization revenue, organization expense, organization capital change and combinations thereof for all or part of the organization.

5. The platform of claim 3 where the impact analysis identifies the impact of an element of value or enterprise on an aspect of financial performance and the impact the element or enterprise on an aspect of financial performance is the direct impact net of any impact on other elements of value.

6. The platform of claim 3 where the valuations identify the value of an element of value or enterprise to the organization and the value of the element or enterprise is determined by their direct impacts on aspects of financial performance net of any impacts on the other elements or enterprises.

7. The platform of claim 1 that supports financial performance management by segment of value, element of value, enterprise and combinations thereof.

8. The platform of claim 7 where elements of value are selected from the group consisting of: alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

9. The platform of claim 8 where the elements of value can be clustered into sub-elements of value for more detailed analysis.

10. The platform of claim 7 where an enterprise is a single product, a group of products, a division or a company.

11. The platform of claim 7 where the segments of value are from the group consisting of current operation, derivatives, real options, investments, market sentiment and combinations thereof.

12. The platform of claim 11 where the current operation category of value can be further subdivided by component of value where the components of value are revenue, expense or capital change.

13. The system of claim 1 that further comprises:
    data management tools,
    an organization finance model by segment of value, and
    tools for defining a subset of the organization for analysis.

14. The system of claim 13 where the organization finance model further comprises:
    predictive models that quantify the inter-relationship between each element of value, external factor and select aspects of financial performance where the select aspects of financial performance are selected from the group consisting of revenue, expense, capital change, investment value, market value and combinations thereof; and
    probabilistic models that quantify the inter-relationship between each element of value, external factor and other aspects of financial performance where the other aspects of financial performance are selected from the group consisting of contingent liabilities, derivatives, real options and combinations thereof.

15. The system of claim 14 where the best fit predictive model is selected via a tournament.

16. The system of claim 14 where the predictive models use algorithms from the group consisting of neural network; regression, generalized additive; support vector method, entropy minimization, Markov, Bayesian, multivariate adaptive regression splines, multivalent and path analysis models.

17. The system of claim 13 where the organization finance model integrates tools for organization management from the group consisting of derivative models, element modeling tools, enterprise analysis frameworks, factor modeling tools, frame development tools, option models, predictive models and combinations thereof.

18. A platform development method, comprising:

aggregating organization data from a variety of sources in accordance with a common schema,

modeling organization elements of value using at least a portion of said data as required to develop concrete element performance measures,

combining said measures with historical and forecast data for the segments and components of value as required to develop models relating elements of value to the segments and components of value for each enterprise in the organization, and

integrating said models into a tier of an organization finance model.

19. The method of claim 18 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

20. The method of claim 18 where elements of value are selected from the group consisting of: alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

21. The method of claim 18 where the segments of value are from the group consisting of current operation, derivatives, real options, market sentiment and combinations thereof.

22. The method of claim 18 where the components of value are revenue, expense or capital change.

23. The method of claim 18 that is completed in an automated fashion by learning from the data

24. The method of claim 18 that further comprises:

modeling organization enterprises using at least a portion of said data as required to develop concrete enterprise performance measures,

combining said measures with historical and forecast data for the segments and components of value as required to develop models relating enterprises to the segments and components of value, and

integrating said models into a second tier of an organization finance model.

25. An intangibles system, comprising.

networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

use organization related data to create tangible performance indicators for intangible elements of value,

identify the causal performance indicators by element of value before summarizing them into concrete measures of element performance, and

use said measures to complete useful analyses from the group consisting of contribution determinations, forecasts, impact assessments, optimizations, option discount rate calculations, simulations, valuations and combinations thereof.